



Board of Directors Meeting
Wednesday, August 21, 2013, 11:30 a.m.
Legends Restaurant, 1313 West Lindsey

Amended Minutes

Board Attendance:

(A) Sherry Brown, Republic Bank	(P) Dr. Roger Brown, Norman Public Schools
(P) Carol Dillingham, Cleveland Cty.	(P) Brenda Hall, City of Norman
(P) Don Hiebert, First Bank & Trust	(A) Randy Laffoon, SportsRadio 1400
(P) Suzanne McAuley, First American Bank	(P) William Murray, Montford Inn
(P) Joe Sparks, Restaurant Industry	(P) Juna Stovall, OU, CCE
(P) Charlie Taylor, OU Athletic Dept.	(P) Michael Vance, Embassy Suites
(A) Paige Williams, Chickasaw Nation	(A) Don Wood, NEDC
(P) John Woods, Chamber of Commerce	(P) Stephen Koranda, Executive Director (resigned)

Call to Order

Meeting called to order by McAuley at 11:30 a.m.

Executive Session

Motion made by Sparks to move to Executive Session; seconded by Murray. Stephen Koranda's approved resignation from the Norman CVB was then announced to the rest of the Board after Executive Session concluded.

Minutes

Motion made by Taylor to approve the June minutes; seconded by Stovall. Motion passed 8-0.

Financials

Motion made by Sparks to receive the June and July financials and file them for audit; seconded by Hall. Motion passed 8-0.

Mobile Visitor Center (MVC)

Vance expressed the Board's desire to form a committee to further the plans and progress for the MVC. Taylor provided a further explanation of the MVC's purpose.

Sales Team Report

Bash and Hohlier offered a breakdown of the report. Highlights of the report included: 9 leads sent in July, partnerships with NCED, and attendance at various tradeshow and luncheons.

Leisure Travel Report

Mauldin offered a breakdown of this report, as well. Highlights of the report included: attending the Ditch Witch Road Show, and convention/group "servicing" which accounted for the distribution of 5,500 guides and brochures in July.

Metrics Report

Brickman, too, offered a breakdown of this report. Highlights included: the creation and distribution of the NCVB/OU Visitors Guide, publicity for the Toby Keith concert, and 2 publications (in the *Tulsa World* and *Small Market Meetings*).

Board Orientation

McAuley explained that the Board is still planning on having an orientation for new members in the near future; date TBD.

New Social Media Position

McAuley explained that the search for this new position is currently on hold.

I-35 Main Street Signage Funding

Murray explained that construction at I-35 & Main Street has caused strife for businesses located near that interchange. Samp concurred and stressed the need for us to help and protect our partners—the hotels—that are located nearby. Hall offered further explanation and additionally stated that the RFP for the project was \$9,800—any additional cost would simply cover that of the materials (which are most likely going to be produced in-house).

There was a general consensus among the Board that more information would be needed in order to make a more educated decision regarding the extent of the CVB's involvement. A motion was made by Dillingham that the Board to acquire further information about the project, but go ahead and partner with City and other entities in the meantime in an effort to show the Board/CVB's support; the motion was seconded by Vance.

Hall additionally mentioned that she could get a copy of the RFP to share with the Board if necessary.

Website Update

Brickman offered a breakdown of the report regarding activity on the VisitNorman.com website. Highlights of the report included: nearly 12,000 visits in July and a 31% increase in visits made with mobile devices.

Brickman also explained some of Cubic Creative's various accomplishments which included: the removal of 191 errors found via Google Webmaster and 203 added/changed keywords that help drive more traffic to the site.

Game Day Fan Fest

Brickman revealed that the cast of *Duck Dynasty* will be at OU Game Day Fan Fest and that the CVB booth will actually be located directly next to theirs there—hence the decision to distribute 1,000 camo-colored koozies (that include the NCVB logo) to Fan Fest attendees.

Adjourn

Motion made by Sparks to adjourn the meeting; seconded by Brown. Motion passed 8-0. Meeting adjourned at 2:15 p.m.